

How Hoerr Solutions helped
Sport Mazda North **increase turn rate
by 17%** and **profit more than
\$45,000** on the Mazda CX-30



Retail Case Study: Automotive



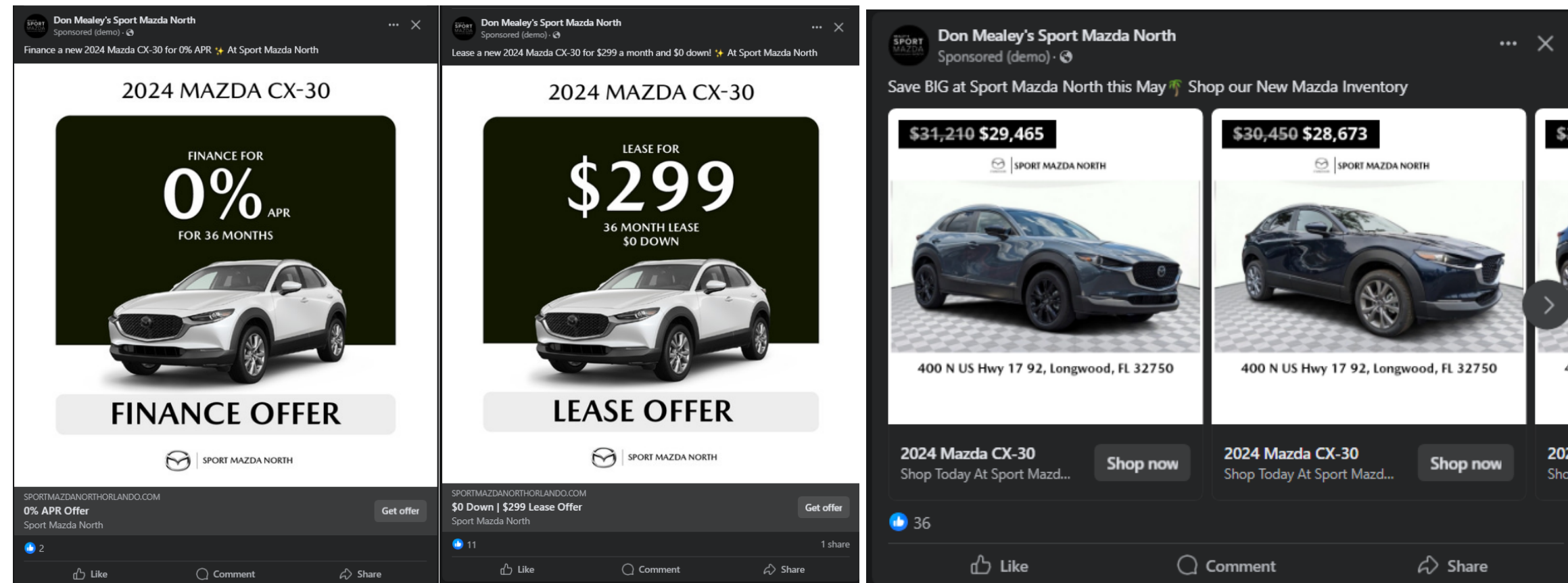
Retail Case Study: Automotive

Objective: Automotive dealer Sport Mazda North needed to increase their market share in their area with Mazda CX-30 sales to beat a competitor.

Strategy: Our strategy was to fine-tune their social marketing using Facebook and Instagram to showcase their CX-30 selection using AiA (Automotive Inventory Ads) and personalize the offers to interested shoppers.

Execution: Hoerr Solutions researched the area, found in-market shoppers with high-intent and put together a personalized campaign on Facebook and Instagram leading shoppers to the vehicle of their interest while highlighting special offers customized to each shopper.

Ads: Specialized Offer



Placements: Hoerr Solutions used Facebook and Instagram to deliver the Mazda CX-30 specials to feeds and stories.

Audience: We created a custom audience of first-party and third-party auto shoppers that were interested in CUVs and the CX-30. Each ad was personalized to each segment for greater personalization

Retail Case Study: Automotive

Results: Increased Sales & Turn Rate

At the end of the campaign, we drove over 340 leads, and of those leads we directly attributed 35 vehicles sold to our campaign. We helped drive a 27% increase in Mazda CX-30 sales and put Sport Mazda North at #1 for CX-30 turn rate in their market.

Ad Spend

\$3,024.90

CX-30 Leads

343

Sold CX-30s

35

Cost / Sale

\$86.42

Gross Profit

\$48,555

ROAS

16.05

ROI

1505%

*Chart from Mazda USA

Turn Rate by Dealer, Carline												
Dealer Name	C30	C50	C70	C7P	C90	C9P	CX5	M3H	M3S	MX5	MXR	Total
SPORT MAZDA NORTH	34%	49%			69%	18%	48%	20%	13%		40%	40%
SPORT MAZDA SOUTH	36%	45%			65%	33%	34%	36%	79%	25%	100%	39%
C												%
H												%
D												%
B												%
D												%
W												%
D												%
JENKINS MAZDA	35%	8%			50%	40%	22%		20%	33%	40%	23%
Total	37%	30%	10%	3%	51%	39%	34%	17%	31%	32%	35%	33%